



WDAF-TV

ORDER

Flight Dates 10/16/12-10/22/12

Print Date 10/17/12

Page 1 of 5

REVISION

Order Sep 00:15:00

		<u>Product</u>		
<u>Contract / Revision</u>	556720 /	<u>Oct 16-22, 2012</u>		
<u>Original Date / Revision</u>	06/25/12 10/16/12	<u>Agency Com</u> 15% <u>Billing Contact</u> Suzanne Lorimer	<u>Billing Type</u> Cash <u>Order Type</u> GENERAL <u>Billing Cycle</u> EOM/EOC <u>Billing Calendar</u> BROADCAST <u>Demographic</u> A25-54	
<u>Advertiser</u>	McCaskill/D/MO/US Senate	1580 Lincoln Street Suite 510 Denver, CO 80203	<u>Rev Codes</u> SP-POL CAN POL <u>Product Codes</u> PL1Bb <u>Priority</u> DEFAULT <u>Advertiser Ref</u>	
<u>Agency</u>	Media Strategies & Research			
<u>Buying Contact</u>		<u>Sales Office</u> L-KC <u>Sales Region</u> LOC <u>Agency Ref</u>		
11350 Random Hills Rd Suite 670 Fairfax, VA 22030				

Primary Account Executive

Local WDAF House

Account Executive	Order%	Start Date	End Date
Local WDAF House	100%		
Jeannie Blau	%		

Order Share 20% Market Value 222875

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	66862
KCWE	%	0
KMBC	30%	66862
KMCI	%	0
KPXE	%	0
KSHB	20%	44575
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	77	\$37,888.75	\$44,575.00	0.00	10/01/12	10/22/12	77	\$37,888.75	\$44,575.00
Totals	77	\$37,888.75	\$44,575.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	4	10/16/12	10/22/12	M-F 5-530a	CM-All	5-530a	11111--	:30	5	\$200.00	3	0.00	NM	5	\$1,000.00
				M-F 5-530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--		4	\$200.00			0.00					
		Week: 10/22/12	10/28/12	1-----		1	\$200.00			0.00					
N 2	4	10/16/12	10/22/12	M-F 530-6a	CM-All	530-6a	11111--	:30	5	\$300.00	2	0.00	NM	5	\$1,500.00
				M-F 530-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--		4	\$300.00			0.00					
		Week: 10/22/12	10/28/12	1-----		1	\$300.00			0.00					
N 3	4	10/16/12	10/22/12	M-F 6-7a	CM-All	6-7a	11111--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
				M-F 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--		4	\$600.00			0.00					



WDAF-TV

Print Date: 10/17/12

Page 2 of 5

Contract / Revision

556720

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 06/25/12/ 10/16/12

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 16-22, 2012

Estimate # Oct 16-22, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	4	10/16/12	10/22/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	11111--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1	\$600.00			0.00					
N 4	4	10/16/12	10/22/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	12221--	:30	8	\$375.00	3	0.00	NM	9	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-2221--		7	\$375.00			0.00					
		Week: 10/22/12	10/28/12	2-----		2	\$375.00			0.00					
N 5	4	10/20/12	10/20/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1	\$300.00			0.00					
N 6	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----1	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1	\$300.00			0.00					
N 7	4	10/18/12	10/18/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---1---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---		1	\$200.00			0.00					
N 8	4	10/17/12	10/22/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	1-1-1--	:30	3	\$100.00	3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1-1--		2	\$100.00			0.00					
		Week: 10/22/12	10/28/12	1-----		1	\$100.00			0.00					
N 9	4	10/16/12	10/16/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	-1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1	\$100.00			0.00					
N 10	4	10/18/12	10/18/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	---1---	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---		1	\$100.00			0.00					
N 11	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	1-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1	\$200.00			0.00					
N 12	4	10/16/12	10/16/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	-1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----		1	\$100.00			0.00					
N 13	4	10/19/12	10/19/12	M-F 2-3p M-F 2-3p	CM-All	2-3p	----1--	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1	\$100.00			0.00					
N 14	4	10/16/12	10/22/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	11111--	:30	5	\$100.00	3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--		4	\$100.00			0.00					



WDAE-TV

Print Date: 10/17/12

Page 3 of 5

Contract / Revision

Contract / Revision **556720** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 06/25/12/ 10/16/12

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 16-22, 2012

Estimate # Oct 16-22, 2012



WDAE-TV

Print Date: 10/17/12

Page 4 of 5

Contract / Revision 556720 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 06/25/12/ 10/16/12

Order Sep 00:15:00

Advertiser McCaskill/D/MO/US Senate Product Oct 16-22, 2012

Estimate # Oct 16-22, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
N20	4	10/16/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	11111--	:30	5	\$2,200.00	2	0.00	NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--		4	\$2,200.00			0.00					
Spot	Ch	Date Range		Description		Start/End Time									
3	4	10/15/12-10/21/12	M-F 630-7p		630-7p										
		See MG 20.6,20.7													
		[In due postseason bb]													
4	4	10/15/12-10/21/12	M-F 630-7p		630-7p										
		See MG 20.6,20.7													
		[In due postseason bb]													
6	4	10/16/12-10/17/12	M-F 630-7p		630-7p										
(M)	MG for 20.4,20.3														
7	4	10/16/12-10/17/12	M-F 630-7p		630-7p										
(M)	MG for 20.4,20.3														
		Week: 10/22/12	10/28/12	1-----		1	\$2,200.00			0.00					
N21	4	10/16/12	10/17/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	-11-----	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-11-----		2	\$800.00			0.00					
N22	4	10/16/12	10/17/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	-11-----	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-11-----		2	\$800.00			0.00					
N23	4	10/16/12	10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	11111--	:30	5	\$400.00	3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--		4	\$400.00			0.00					
		Week: 10/22/12	10/28/12	1-----		1	\$400.00			0.00					
N24	4	10/21/12	10/21/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----1	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1	\$800.00			0.00					
N25	4	10/21/12	10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----1	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1	\$800.00			0.00					
N26	4	10/21/12	10/21/12	SU 1030-1102p SU 1030-1102p	CM-All	1030-1102p	-----1	:30	1	\$400.00	3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1	\$400.00			0.00					
N27	4	10/17/12	10/17/12	MLB Championship Serie	CM-All	3p-CC	--W----	:30	1	\$1,400.00	2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----		1	\$1,400.00			0.00					
Spot	Ch	Date Range		Description		Start/End Time									
1	4	10/15/12-10/21/12	MLB Championship Series		3p-CC										
N28	4	10/18/12	10/18/12	MLB Championship Serie	CM-All	3p-CC	---T---	:30	1	\$1,400.00	2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---T---		1	\$1,400.00			0.00					



WDAF-TV

Print Date: 10/17/12

Page 5 of 5

Contract / Revision556720 Flight Dates 10/16/12-10/22/12Hiatus DatesOriginal Date / Revision

06/25/12/ 10/16/12

Order Sep 00:15:00Advertiser McCaskill/D/MO/US Senate Product Oct 16-22, 2012Estimate # Oct 16-22, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N28	4	10/18/12	10/18/12	MLB Championship Series	CM-All	3p-CC	---T---	:30	1	\$1,400.00	2	0.00	NM	1	\$2,200.00
MLB Championship Series:															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/21/12	---T---			1	\$1,400.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	4	10/15/12-10/21/12		MLB Championship Series		3p-CC			---Th-----	:30	\$2,200.00	0.00	NM		
N29	4	10/21/12	10/21/12	NFL Early Game	CM-All	12p-CC	-----S	:30	1	\$1,900.00	1	0.00	NM	1	\$1,900.00
NFL on FOX 12p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/21/12	-----S			1	\$1,900.00	0.00							
N30	4	10/16/12	10/19/12	M-F 6-7a	CM-All	6-7a	-TWTF--	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
M-F 6-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/15/12		10/21/12	-TWTF--			1	\$0.00	0.00							
Totals														77	\$44,575.00